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Serial No.: 09/998,111**Conf. No.:** 4393**Filing Date:** 11/30/2001**Art Unit:** 3622**Applicant:** Hubbard et al.**Examiner:** Duran, Arthur D.**Title:** SYSTEM AND METHOD FOR
PRESENTING MARKETING
CONTENT ON A WEB PAGE**Docket No.:** CA920000060US1
(IBMR-0111)

COMMISSIONER FOR PATENTS

DESTINATION FACSIMILE NUMBER: 571-273-8300

Transmitted herewith is:

Request for Reconsideration in 24 pages

in the above identified application.

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Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REQUEST FOR RECONSIDERATION

Sir:

This paper is being filed in response to the Final Office Action dated August 23, 2005.

Please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims that begins on page 2 of this paper.

Remarks begin on page 17 of this paper.